

Gabriel E. Rodriguez Pacheco

Associate Creative Director (Art) | Creative Strategy
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PROFESSIONAL SUMMARY

Award-winning Associate Creative Director with 10+ years of experience directing global campaigns and scalable brand systems across B2B and B2C sectors. Expert in brand creative strategy, cross-functional team leadership, and AI-accelerated workflows. Proven track record of navigating complex enterprise briefs, managing high-stakes client alignment, and driving business growth through elite visual execution.

CORE SKILLS

- **Creative & Art Direction:** Creative Direction, Art Direction, Global Campaigns, Storytelling, Experiential & Spatial Design, Film & Photography Direction, Social media, Typography.
 - **Strategy & Operations:** Brand Strategy & Positioning, Identity Systems, Creative Concepting, Team Mentorship, Project Operations & SOPs generation, Client Relations.
 - **Tools & Software:** Adobe Creative Suite, Figma, Flora, AI including: Midjourney, ChatGPT, Claude, and more.
 - **Languages:** English (Bilingual), Spanish (Native), German (Intermediate).
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EXPERIENCE

Gravity Global – Denver, CO (formerly 9thWonder)

Associate Creative Director | 2025 – Present

Direct the creative vision, visual strategy, and cross-channel execution for a portfolio of global enterprise accounts.

- Concept and direct global campaigns across digital, experiential, social, and film channels.
- Integrate generative AI into creative workflows, collapsing concept timelines and accelerating client buy-in.
- Direct and co-lead key agency campaigns that went on to secure over 20+ industry awards in a single year.
- Partner with corporate executives and owners to translate business goals into creative platforms, leading creative during high-pressure alignment sessions.
- Manage and mentor multidisciplinary teams across design, copy, animation, film, and experiential activations from script to final delivery.
- Specialize in rescuing stalled, complex multi-agency projects under compressed timelines, rapidly stabilizing creative direction to protect critical accounts.

Clients: Ecolab, NVIDIA, Arrow Electronics, Vontier, New York Bariatric Group, LA County DHR, Papa Gino's, D'Angelo, Antico Pizza, Sunbelle, UCLA, Ameriprise, BCB Bank, InCommon, Optimum Retailing, Computershare, Valify, Vistar, Archer Systems.

Gravity Global – Denver, CO (formerly 9thWonder)

Senior Art Director | 2022 – 2025

- Directed global campaigns across digital, traditional, and experiential channels while mentoring junior teams.
- Collaborated with strategy and copy teams to turn enterprise brand strategy into scalable campaigns and brand visual systems.

Clients: Phillips 66, 76, Conoco, Ecolab, Arrow Electronics, Ameriprise, US Bank, 1st Capital Bank, Colder Products Company, Perry Homes, Tract, Home Team Pest Defense, Optimum Retailing, Quench, Hoya.

9thWonder – Denver, CO

Art Director | 2021 – 2022

- Concepted and executed multi-channel campaigns, collaborating with cross-functional teams to deliver consistent brand experiences.
- Created design concepts for enterprise B2B accounts, maintaining visual alignment from pitch to final delivery.

Clients: Phillips 66, 76, Conoco, Bell Helicopters, Motiva, Gates Corporation.

Yoy Design Agency - Denver, CO

Co-founder & Creative Lead | 2014 – 2021

- Built and managed a boutique creative studio specializing in creative strategy and brand design.
- Helped startups successfully enter the market and raise capital.
- Directed cross-discipline creative execution, leading graphic design and industrial design development.
- Oversaw end-to-end business operations, agency growth, and client acquisition.

E-Flux – Fort Collins, CO

Design & Marketing Lead | Operations Manager | 2014 – 2021

- Co-led marketing and communication strategy, managing all campaign deliverables, designing new product identities, training guides, business website, internal assets, and executing tradeshow activations.
- Built the business operational infrastructure, establishing customer management systems, product delivery workflows, and company-wide SOPs.
- Coordinated daily operations and guided lab employees through day-to-day production tasks.

Design Dies – Barcelona, Spain

Designer | 2013

- Developed environmental graphics and experiential exhibition displays for international B2B clients.

AWARDS AND RECOGNITION

- **AVA Digital Awards (2026):** 14x Platinum Winner | 2x Gold Winner.
- **Hermes Creative Awards (2025):** Platinum Winner.
- **Viddy Awards (2025):** Platinum Winner.
- **Muse Creative Awards (2025):** 2x Silver Winner.
- **Telly Awards:** Silver Winner (2025) | Silver Winner (2022).
- **Product Publications:** Core industrial design work featured globally (2015 – 2019).
- **Premis Delta ADI (2014):** Silver Medal.

EDUCATION

Instituto Europeo di Design | Barcelona, Spain — *Bachelor, Industrial Design.*

Art Institute of Colorado | Denver, CO — *Design Coursework.*

Colorado State University | Fort Collins, CO — *Design Coursework.*

AFS Exchange Student | Leipzig, Germany.